

IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application.

- 1-21. (canceled)
22. (previously presented) A directional loudspeaker, comprising
a sound source for producing highly directional sound which is formed by at least one ultrasound loudspeaker,
a pivotable reflector being provided for deflecting the directional sound, wherein the at least one ultrasound loudspeaker is located in a housing, wherein the reflector ~~reflector~~ is connected to the housing, and wherein the housing is mounted on a support so as to be able to pivot and tilt relative to said support.
23. (previously presented) The directional loudspeaker as claimed in claim 22, wherein the housing comprises an outer housing and an inner housing, the reflector is moveably connected to the inner housing via a linkage, and the inner housing is mounted so that it can tilt and/or pivot with respect to the outer housing.
24. (previously presented) The directional loudspeaker as claimed in claim 22, wherein the reflector is connected to and mounted on the wall of the housing such that it can be moved along the top of the wall.
25. (currently amended) A directional loudspeaker, comprising
a sound source for producing highly directional sound which is formed by at least one ultrasound loudspeaker,
a pivotable reflector being provided for deflecting the directional sound, wherein the at least one ultrasound loudspeaker is located in a housing, wherein the reflector ~~reflector~~ is connected to the housing, and wherein the reflector is connected to and mounted on the wall of the housing

such that it can be moved along the top of the wall.

26. (previously presented) The directional loudspeaker as claimed in claim 22, wherein the reflector is moveably connected to the housing by a joint.
27. (previously presented) The directional loudspeaker as claimed in claim 22, wherein the wall of the housing has a circular cross section.
28. (previously presented) The directional loudspeaker as claimed in claim 22, wherein the reflector is pivoted such that it serves as mechanical protection for the directional loudspeaker's sound source, particularly against environmental influences such as soiling and moisture.
29. (previously presented) The directional loudspeaker as claimed in claim 22, wherein the housing, in which the ultrasound loudspeaker is situated, can be sealed by the reflector.
30. (previously presented) The directional loudspeaker as claimed in claim 22, wherein the directional loudspeaker's sound source is formed by a plurality of ultrasound loudspeakers which are arranged to form an array, the individual ultrasound loudspeakers being arranged so as to be inclined at an angle relative to one another such that their collective radiation is focused.
31. (previously presented) The directional loudspeaker as claimed in claim 22, wherein the directional loudspeaker is connected to a means for locating people or objects who/which are intended to receive the directional ultrasound signal.
32. (previously presented) The directional loudspeaker as claimed in claim 31, wherein the means for locating people or objects is situated in or on the housing of the directional loudspeaker.
33. (previously presented) The directional loudspeaker as claimed in claim 31, wherein

the means for locating people or objects is able to locate a laser or a radio signal using its emitted light signal or radio signal.

34. (previously presented) The directional loudspeaker as claimed in claim 33, wherein the means for locating people or objects is arranged such that it receives the beam of light from the laser via the latter's deflection on the directional loudspeaker's reflector.
35. (currently amended) The directional loudspeaker as claimed in claim 22 [[1]] wherein a means is provided which can be used to orient the directional loudspeaker specifically to people or objects who/which are intended to receive sound.
36. (previously presented) The directional loudspeaker as claimed in claim 35, wherein the directional loudspeaker comprises, as additional means, a laser which is arranged in the directional loudspeaker's housing and illuminates the people or objects by means of beam deflection on the directional loudspeaker's reflector.
37. (currently amended) A method for operating a directional loudspeaker, comprising:
 emitting highly directional sound from a sound source via at least one ultrasound loudspeaker, and
 deflecting the emitted sound by means of a reflector swivel-mounted on the housing, wherein
 for the directional orientation of the sound the housing includes a base and is tilted or pivoted relative to the base of the housing or, in the case that the housing is comprised of an inner part on which the reflector is mounted and a supplemental housing outer part, the inner part of the housing with which the reflector is connected is tilted or pivoted relative to the ~~base of the housing or its~~ supplemental housing outer part.
38. (previously presented) A method for operating a directional loudspeaker, comprising:
 emitting highly directional sound from a sound source via at least one ultrasound loudspeaker, and

deflecting the emitted sound by means of a reflector swivel-mounted on the housing, wherein

for the directional orientation of the sound the reflector is moved via a bearing along upper wall of the housing.

39. (previously presented) The method as claimed in claim 37, wherein sound source is mechanically protected by pivoting the reflector such that it closes it off particularly from environmental influences such as soiling and moisture.
40. (currently amended) The method as claimed in claim 39, further comprising locating the locality of ~~wherein~~ the people or objects, toward ~~[[to]]~~ whom/which the directional ultrasound is to be directed ~~emitted, are located,~~
and consequently orienting the reflector ~~is oriented suitably~~ for the purpose of radiating to this locality.
41. (previously presented) The method as claimed in claim 40, wherein the locating of people or objects ~~location~~ is effected on the basis of a laser beam or a radio signal, which is sent by a laser or radio, situated at the location which is to be located, to a laser light receiver associated with the directional loudspeaker, said receiver being able to infer the location of the light source from the received light signal.
42. (previously presented) The method as claimed in claim 37, wherein to assist the specific orientation of the directional loudspeaker the people or objects who/which are situated in the current direction of the main ray from the directional loudspeaker are specifically illuminated.
43. (previously presented) The method as claimed in claim 42, wherein the specific illumination is effected using a laser.